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Summary: The continued development of a more sophisticated telecommunications infrastructure and changes in Japanese Government healthcare policies are expected to make telemedicine a more viable and widely used treatment option in Japan.

The Ministry of Posts and Telecommunications (MPT) has been promoting the development of local government networks by linking hospitals and clinics via communications networks and also supporting local governments' promotion of facilities for developing and disseminating applications in the field of medicine, public health and welfare. ISDN services, which can transmit relatively high volume of information, are now available virtually everywhere in Japan.

In the national policy arena, the Ministry of Health and Welfare (MHW) has taken several measures to promote the use of telemedicine. In December 1997, MHW issued a notification to amend the interpretation of Article 20 of the Medical Practitioners Law, which previously required doctors to direct all treatment of patients. The notification allowed treatment of patients by telemedicine in circumstances where doctors could obtain a sufficient level of information to provide for adequate diagnosis. MHW took the additional step, under the biennial national health insurance price revision of 2000, of establishing a new reimbursement point for telepathology, creating a financial incentive its use. In tandem with these developments, Japan's rapidly aging society should encourage greater use of telemedicine, particularly in rural communities.

A. Market Profile and Best Prospects

1. Market Profile

Japan has a relatively long history of experimenting with telemedicine. However, actual implementation of telemedicine has been hindered by several factors, including government policy; a lack of reimbursement under the national health insurance system for telemedicine-based treatments; technical challenges and insufficient telecommunications infrastructure. Although many obstacles remain, there has been some positive movement which should accelerate development of telemedicine and spur increased market opportunities for U.S. firms.

The Study Group on Telemedicine, funded by MHW, defined the telemedicine as follows "diagnosis and other medical related practices including instructions from a remote site based on patient information which includes images transmitted." It is important to note that by the study group's definition, telemedicine must include images to

be accepted as a medical treatment or to be used for home health care. This is known as tele-care in the United States.

History of Telemedicine in Japan

Japan has nearly 30 years of experience with telemedicine related activities, although diagnosis and treatment using telemedicine are not yet widely practiced. The first telemedicine trial was conducted in Wakayama prefecture using close-circuit television and telephone lines in 1971. According to the "Research on Comprehensive Promotion of Medical Information", a component of the information technology development research project of MHW, Japan has conducted 230 telemedicine trials in various forms, including teleradiology and telepathology. As of December 1998, 151 trials were in progress, 59 trials had been completed, with the status of the remaining 20 trials undetermined. Teleradiology has been the most commonly conducted telemedicine trial, accounting for 97 trials or 42 percent of the total.

Categories	In Progress*	Not Identified	Completed	Total
Telepathology	20	1	8	29
Teleradiology	73	10	14	97
Home Healthcare	25	3	13	41
Ophthalmology	5	0	1	6
Dentistry	3	0	0	3
Medical Imaging (general)	22	4	18	44
Others	3	2	5	10
Total	151	20	59	230

* In progress includes trials that are under temporary suspension.

Source: "Research on Comprehensive Promotion of Medical Information", a part of the information technology development research project of MHW (Data published in <http://square.umin.ac.jp/~enkaku/Proj/EnkProj-Idx.html>)

Telecommunication Infrastructure

With the rise in Internet usage in Japan, digital access and high-speed digital line services which can transmit a much greater amount of data, at a higher speed, than convention telephone lines have increased rapidly since the mid-1990s. ISDN services are now available virtually everywhere in Japan. According to Nippon Telegraph and Telephone Corporation (NTT), as of September 1998, about 3 million basic rate interface circuit line services (64-kbps data transmission rates) were in operation. This is an increase of 597% from 1995. Japan also boasted about 39,000 primary rate interface circuit line services (1.5-Mbps high-speed data transmission rates), an increase of 385% up from 1995. With growing demand for higher speed data communications, the upgrading of Japan's telecom networks will continue at rapid pace, improving the environment for conducting telemedicine.

Trends in NTT's ISDN lines

	FY 95	FY96	FY97	Sep. 98
Basic rate interface circuits	510,398	1,037,384	2,285,601	3,045,016
Primary rate interface circuits	10,207	21,561	33,609	39,301

Source: NTT

Hospital Information Infrastructure

In 1993, the Digital Imaging and Communications in Medicine (DICOM) standard, governing medical images to be exchanged between instruments, computers, and hospitals, was introduced and has become an international standard. In 1995, MHW established technical guidelines for electrical records of medical images to lighten the burden imposed on medical facilities to file medical images, and more importantly, to establish medical information systems. As a result, investment in medical information systems has been increasing. The number of installed Picture Archiving and Communication Systems (PACS) reached 751 systems in 1999, compared to 283 systems in 1995. This growth trend in PACS installations is expected to continue. Widespread installation of medical information systems such as PACS should accelerate the overall development of telemedicine, since a lack of hospital information systems infrastructure has been viewed as one of the major hindrances to the spread of telemedicine.

Trends in PACS Installation

	1995	1996	1997	1998	1999
Units	283	347	443	557	751

Source: Shin-Iryo

Japanese Government Policies

The Ministry of Health and Welfare's activities with regard to telemedicine started in 1996, with the establishment of a study group of telemedicine. Beginning in 1997, MHW undertook model projects to promote telemedicine. As of 1999, fifteen model projects have been conducted through the linking of a medical facility to a private home via videophone and other equipment.

MHW also adopted certain policy measures to enhance its model projects and encourage telemedicine development in Japan. These steps included modification of key regulations governing telemedicine regulations. Article 20 of the Medical Service Law, requiring that medical practitioners provide face-to-face treatment, hindered development of telemedicine until MHW issued a notification regarding the interpretation of this article in December 1997. This notification, entitled "About making a diagnosis using telecommunication equipment so-called telemedicine," stated that telemedicine between a medical facility and a home does not necessarily violate the Medical Service Law under particular conditions. The effect of this notification was to allow telemedicine to be conducted for patients suffering from chronic diseases if they were in generally stable condition and had been receiving regular medical attention. The notification also applied to patients for whom it was difficult to receive direct medical attention from a doctor (e.g. patients residing in remote areas).

In April 1998, MHW issued an additional notification that medical re-consultation fees using imaging equipment such as televisions should be included in fee section of the Health Insurance Law. Also, under the National Health Insurance price revision of April 2000, telepathology was included as a reimbursable item, providing an important monetary incentive for the utilization of telemedicine.

2. Best Sales Prospects

Best sales prospects include telemedicine and PACS related equipment, software and services such as image archive systems, film digitizers, displays/viewing stations, video solutions (video capture digitizers, video conferencing equipment, etc.), web-based solutions, PACS modalities (diagnostic imaging equipment), DICOM gateways and software.

B. Competitive Situation

1. Domestic Production

Since Japan has nearly 30 years of telemedicine trial experience, local production capabilities are relatively well developed. Most of the major Japanese equipment providers are members of the leading telemedicine-related trade association, the Japanese Association of Healthcare Information Systems Industry (JAHIS). JAHIS currently has

over 290 corporate members, including NEC, Hitachi, Toshiba, Cannon, NTT, Olympus, Nikon, Sony, Mitsubishi Electric, Fujitsu and Secom. Japan-based U.S. firms such as General Electric and IBM are also JAHIS members.

NEC, Hitachi, Toshiba and Cannon are the leading Japanese manufacturers of PACS. These four firms account for more than 40% of the total PACS market in Japan. Companies such as NTT, Sony, Mitsubishi Electric, Fujitsu, Olympus and Nikon provide electronic imaging and information systems, including video conferencing equipment. Mitsubishi's PATHTRAN 64 and Olympus' OLMICOS have been widely used in the area of telepathology. NTT markets a series of products including Phoenix, Picsend, FM and VM series product that have been used in most telemedicine applications.

In July 1999, Sony released a low-end model of its teleconferencing system to compete with U.S. manufacturers such as PictureTel. Secom, a leading security company in Japan, has started a large-scale remote medical image analysis service that allows specialists to view medical images from remote sites. Also, Net-Hospital, Inc., established in 1995, has also been providing medical image (MRI and CT) analysis service by radiologists on the Internet.

2. U.S. Market Position

Japanese medical professionals and importers recognize that telemedicine in U.S. is more advanced than in Japan. American equipment is also viewed as reasonably priced and superior in technology and performance to Japanese products. GE Medical Systems, a leading manufacturer and distributor of digital imaging equipment, including CT and MRI products, is also a leading supplier of PACS in Japan. According to the "Healthcare Information System Report" published by Shiniryo, the number of PACS installed in 1999 was 751. GE had the highest share at 12.9%, followed by Siemens whose share was 12.5%. Japanese vendors NEC, Hitachi, Toshiba and Cannon had shares of 10.3%, 10.3%, 10.0% and 8.9% respectively. Picture Tel remote medical support systems, which facilitate image and voice communication between health care facilities, has been used in several telemedicine trials conducted in Japan. Johnson & Johnson KK announced in December 1999 that it has formed a partnership with PictureTel Japan Inc. to market videoconferencing systems for use in the health care industry. The company has set a sales target of 1.6 billion yen for 2000. Also, U.S. manufacturers of computer-related equipment are supplying their products to the Japanese telemedicine market. These firms include Sun Microsystems, Silicon Graphics, IBM, MicroSoft and Apple Computer.

For U.S. manufacturers seeking to enter the Japanese market, a key factor that may enhance their efforts is working with Japanese partners that have a strong distribution network and can provide customer service, including technical support.

C. End User Analysis

Dramatic improvements in telecommunication technology in recent decades has created an environment more conducive to the use of telemedicine in Japan. However, it also created a disparity between people who are computer or Internet literacy, and those less adept at the use of technology and who may be less receptive to utilizing telemedicine. According to Japan's Ministry of Post and Telephones (MPT), the largest Internet user group in Japan is people in their 20s and 30s, with people in higher age groups exhibiting a much lower usage rate.

For telemedicine, the end users on the professional side are mostly physicians, including radiology technicians and clinical laboratory technicians. According to MHW, there were 236,933 physicians excluding dentists in 1998. By age group, 92,905 physicians belonged to the under 39 age group, representing 39.2% of Japanese physicians. The average age of doctors in Japan in 1998 was 47.2 years old. Since younger physicians generally feel more comfortable in using computers, Internet and other high technology equipment, they appear more receptive to telemedicine.

The patients who receive benefit from telemedicine at home are mostly elderly (age 65 or older). One of the biggest problems they have is a general lack of knowledge and comfort in equipment use. Many Japanese elderly remain reluctant to use high-tech products, with which they have little familiarity. As a result, firms marketing telemedicine equipment in Japan may wish to place some emphasis on high-lighting the ease of use of their equipment.

According to Japan's Management and Coordination Agency, in 1998 the number of elderly exceeded 20 million, accounting for 16 percent of the country's population. The proportion of elderly among Japan's population is

expected to grow steadily, reaching 30 million, or over 25 percent of the population by 2025. In addition, the number of elderly living alone is expected to double by 2020.

Physicians by age group (1998)

Age group	Number of physicians	Ratio (%)
29 or below	26,874	11.3
30 to 39	66,031	27.9
40 to 49	59,463	25.1
50 to 59	31,662	13.4
60 to 69	24,796	10.5
70 to 79	23,449	9.9
80 or above	4,658	2.0
Total	236,933	100.0

Source: Ministry of Health and Welfare

D. Market Climate

1. Import Climate

There are no tariffs levied on medical devices or computer network hardware imported into Japan. However, the Japanese medical market is not an easy one to enter. Prospective U.S. firms should consider the advantages of working with Japanese distributors that have established relationships with Japanese medical institutions.

2. Government Procurement

In order to participate in Japanese Government procurements, equipment suppliers are generally required to be pre-qualified, based on their history of operations, financial status and other related factors. Some ministries and agencies have made procurement information available on their Internet websites, often in both English and Japanese. For example, the Ministry of International Trade and Industry (MITI) has been providing information regarding the procurement of medical and welfare equipment by municipal governments through its website (<http://www.miti.go.jp/>). The Ministry and Posts and Telecommunications (MPT) disseminates procurement information, including medical product acquisitions, through their website called "Procurement Pick Up" (<http://www.mpt.go.jp/>). Also, the Japan External Trade Organization (JETRO) provides the Japanese Government Procurement Database System on their website (<http://www.jetro.go.jp/>).

3. Financing

Public financial institutions, including the Export-Import Bank of Japan and Japan Development Bank, offer low-interest loans to encourage imports. For details on such loans, contact the following organizations in the U.S.:

The Export-Import Bank of Japan
Representative Office
2000 Pennsylvania Ave., N.W., Suite 3350
Washington, D. C. 20006
TEL: 202-331-8547

The Japan Development Bank
New York Representative Office
575 Fifth Avenue, 28th Floor
New York, NY 10017
TEL: 212-949-7550

4. Key Contacts

Japanese Government Agencies

Ministry of Health and Welfare
1-2-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8045
TEL: 03-3503-1711
<http://www.mhw.go.jp>

Ministry of Post and Telecommunications (MPT)
1-3-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-8798
TEL: 03-3504-4411
<http://www.mpt.go.jp>

Ministry of International Trade and Industry (MITI)
1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8901
TEL: 03-3501-1511
<http://www.miti.go.jp>

Japanese Trade Associations and Organizations

Japanese Association of Healthcare Information Systems Industry (JAHIS)
Tranomon TBL Building, 1-19-9
Toranomon, Minato-ku, Tokyo 105-0001
TEL: 03-3506-8010 FAX: 03-3506-8070
<http://www.jahis.gr.jp/english/jahis.htm>

Medical Information System Development Center (MEDIS-DC)
2-3-4 Akasaka, Minato-ku, Tokyo, 107
TEL: 03-586-6321 FAX 03-3505-1996
http://www.medis.or.jp/e_index.html

Japan Industries Association of Radiological Systems (JIRA)
Yushima KC Bldg.
2-18-1 Yushima, Bunkyo-ku, Tokyo 113-0034
TEL: 03-3816-3450 FAX: 03-3818-8920

Japan Association of Computer Science
5-16-9 Honkomagome Bunkyo-ku, Tokyo 113-8622
TEL: 03-5814-5810 FAX: 03-5814-5820
<http://www.jacs.org/JACS/> (Japanese only)

Japan Association for Medical Informatics
2-3-4 Akasaka Minato-ku, Tokyo 107
TEL: 03-3586-6321 FAX: 03-3505-1996
<http://www.osaka-med.ac.jp/jamiM.html> (Japanese only)

Japanese Society of Medical Imaging Technology
c/o JMCP, TK Building, Room 201
3-5-2, Sotokanda 1-chome, Chiyoda-ku, Tokyo 101-0021
TEL: 03-3251-9191 FAX: 03-3251-9195
<http://www.rioh.co.jp/net-messena/ACADEMIA/JAMIT.html>

Japan Federation of Medical Devices Association (JFMDA)
Hongo Ishiwata Bldg. 2F
3-38-1, Hongo, Bunkyo-ku, Tokyo 113-0033
TEL: 03-3818-2310 FAX: 03-3818-2448

Japan Federation of Medical Trading & Manufacturing Associations (JFMTMA)
3-39-5, Hongo, Bunkyo-ku, Tokyo 113-0033
TEL: 03-3814-4301 FAX: 03-3814-4302

Japan Association of Medical Equipment Industries (JAMEI)

3-39-1 5, Hongo, Bunkyo-ku, Tokyo 113-0033
TEL: 03-3816-5575 FAX: 03-3816-5576

Japan Association of Medical Device and Material Industries (JAMMI)
2-2-4, Ginza, Chuo-ku, Tokyo 104-0061
TEL: 03-3567-6246 FAX: 03-3567-6247

Japan Industries Associations of Radiological Systems (JIRA)
2-1 8-12, Yushima, Bunkyo-ku, Tokyo 113-0034
TEL: 03-3816-3450 FAX: 03-3818-8920

Japan Industrial Society for Artificial Organs (JISAO)
3-37-8, Hongo, Bunkyo-ku, Tokyo 113-0033
TEL: 03-3815-2602 FAX: 03-3815-2507

Japan Dental Trade Association
3-7-5, Ueno, Taito-ku, Tokyo 110-0005
TEL: 03-3836-5286 FAX: 03-3836-5550

Japan Analytical Instruments Manufactures' Association (JAIMA)
3-22, Kanda, Ogawa-machi, Chiyoda-ku, Tokyo 101-0052
TEL: 03-3292-0642 FAX: 03-3292-7157

Japan Association of Physical Therapy Industries (JAPTI)
2-18-13, Hongo, Bunkyo-ku, Tokyo 113-0033
TEL: 03-3811-8200 FAX: 03-3813-7011

Japan Contact Lens Association (JCLA)
2-31-24, Yushima, Bunkyo-ku, Tokyo 113-0034
TEL: 03-5802-5361 FAX: 03-5802-5590

Japan Ophthalmic Instruments Association (JOIA)
1-7-10, Fujimi-cho, Chiyoda-ku, Tokyo 102-0071
TEL: 03-5276-9841 FAX: 03-5276-9842

Japan Home Health Care Association (JHHCA)
3-39-9, Hongo, Bunkyo-ku, Tokyo 113-0033
TEL: 03-3818-6047 FAX: 03-3818-2728

The Japan Home-health Apparatus Industrial Association (HAPI)
1-6-11, Ebisu-Minami, Shibuya-ku, Tokyo 150-0022
TEL: 03-3793-3121 FAX: 03-3793-3122

U.S. Trade Organizations

Health Industry Manufacturers Association (HIMA)
1200 G Street, N.W., Suite 400
Washington D.C. 20005-8750
TEL: 202-783-8700 FAX: 202-434-7210
Website: <http://www.himanet.com>

HIMA Japan Office
c/o Baxter Limited
4, Rokubancho, Chiyoda-ku, Tokyo 102-8468
TEL: 03-5213-5087 FAX: 03-3237-6772

Sub-committee on Medical Equipment and Supplies
The American Chamber of Commerce in Japan (ACCJ)
c/o Baxter Limited

4 Rokubancho, Chiyoda-ku, Tokyo 102-0085
TEL: 03-5213-5025 FAX: 03-3237-6772

American Electronic Association in Japan (AEAJ)
11-4 Yonban-cho, Chiyoda-ku, Tokyo 102
TEL: 03-3237-7195 FAX: 03-3237-1237
<http://www.aea.or.jp>

List of Healthcare Consultants

ADMIS, Inc.
Mr. Yoshio Mitsumori, Managing Director, Chief Operating Officer
1-6-4 Osaki, Shinagawa-ku, Tokyo 141-0032
TEL: 03-3491-3637 FAX: 03-3491-3683
E-mail: yoshio_mitsumori@cmi.co.jp
Website: <http://www.admis.co.jp>

Apex International Inc.
Mr. Hirofumi Shimaji
2-50-10 Nogata, Nakano-ku, Tokyo 165
TEL: 03-3388-4774 FAX: 03-3228-0499

APM, Asia/Pacific Medical, Ltd.
Mr. Clyde F. Ito, Managing Director
Matsubara Bldg. 101, 1-38-28 Matsubara, Setagaya-ku, Tokyo 156
TEL: 03-3321-9333 FAX: 03-3321-8722
E-mail: clyde@gol.com

Colby Group International Inc.
Mr. Mark A. Colby, President
Kamiya-cho Square Bldg. 8F
1-7-3 Azabudai, Minato-ku, Tokyo 106
TEL: 03-5563-1368 FAX: 03-5563-1398
E-mail: mcolby@colbygroup.com

Foxmark International
Mr. Philip Foxwell, President
Tobe Bldg. 4F, 2-9-17 Shiba Daimon
Minato-ku, Tokyo 105-0012
TEL: 03-3578-8400 FAX: 03-3578-9011

KMG Japan Inc.
Mr. Kyle E. Murphy, Managing Director
1-18-5 Kitazawa
Setagaya-ku, Tokyo 155
TEL: 03-5478-0163 FAX: 03-5478-0236
E-mail: kmgjapan@gol.com

English Publications, Magazines and Papers

Following is a list of English publications, magazines and paper. For other publications, please contact the below publishers directly.

Publication: Guide to Medical Device Registration in Japan
Publisher: Yakuji Nippo, Ltd.
1, Kanda Izumicho, Chiyoda-ku, Tokyo 101-8648
TEL: 03-3862-2141 FAX: 03-5821-8757
Website: <http://www.yakuji.co.jp/>

Publication: Health and Welfare Statistics in Japan
 Publisher: Health and Welfare Statistics Association
 5-13-14, Roppongi, Minato-ku, Tokyo 106-0032
 TEL: 03-3586-3361

Publication: Japan Medical Industry Directory
 Publisher: Genyosha Publications, Inc.
 2-8-2 Shibuya, Shibuya-ku, Tokyo 150-0002
 TEL: 03-3407-7521 FAX: 03-3407-7902
 Website: <http://www.mmjp.or.jp/genyosha/>

Magazine: The Japan Medical Review (monthly)
 Publisher: Japan Publications Inc.
 Kyoyu Insatsu Bldg. 8F
 332-6 Yamabuki-cho, Shinjuku-ku, Tokyo 162-0801
 TEL: 03-5227-3654 FAX: 03-5227-3655
 E-mail: jpi@jpn-pub.co.jp
 Website: <http://www.jpn-pub.co.jp>

Paper: Pharma Japan (weekly)
 Publisher: Orix Japan Ltd.
 3-4-25 Shimomeguro, Meguro-ku, Tokyo 153-0064
 TEL: 03-3792-5600 FAX: 03-3792-7500

Trade Fairs and Exhibitions

There are numbers of technical exhibitions held in conjunction with annual meetings of each specialized medical society. Although it is in Japanese, a list of technical meetings is available on Internet at <http://center2.umin.ac.jp/>. Following is a list of major trade shows that provides good opportunity for U.S. medical device manufacturers to participate.

Event: Home Health Care Japan
 Sponsor: Japan Management Association (JMA)
 3-1-22, Shiba-koen, Minato-ku, Tokyo 105-8522
 TEL: 03-3434-3453 FAX: 03-3434-8076
 Website: <http://www.jma.or.jp/>

Location: Fukuoka Exhibition Hall
 Date: Fukuoka: June 21-23, 2000 (every two years)

Event: International Modern Hospital Show
 Sponsor: Nippon Omni-Management Association (NOMA)
 3-11-8, Sendagaya, Shibuya-ku, Tokyo 102-0082
 TEL: 03-3403-5716 FAX: 03-3403-8615
 Website: <http://noma-businessshow.or.jp/>

Location: Tokyo Big Sight (Tokyo Int'l Exhibition Center)
 Date: July 2000 (annual)

Event: HOSPEX Japan
 (International Hospital Engineering Exhibition)
 Sponsor: Japan Management Association (JMA)
 3-1-22, Shiba-koen, Minato-ku, Tokyo 105-8522
 TEL: 03-3434-3453 FAX: 03-3434-8076
 Website: <http://www.jma.or.jp/>

Location: Tokyo Big Sight (Tokyo Int'l Exhibition Center)
 Date: November 2000 (annual)

Event: JETRO Import Fair: Health Care
 Sponsor: Japan External Trade Organization (JETRO)
 2-2-5, Toranomon, Minato-ku, Tokyo 105-0001

TEL: 03-3582-5242 FAX: 03-3505-0450
Website: <http://www.jetro.go.jp/>
Location: Tokyo Big Sight (Tokyo Int'l Exhibition Center)
Date: March 2001 (every two years)

Event: Healthcare Information World
Sponsor: IDG World Expo
Sagamiya Honsha Bldg., 2F
6 Ichiban-cho, Chiyoda-ku, Tokyo 102-0082
TEL: 03-5276-3751 FAX: 03-5276-3752
Website: <http://www.idgexpo.com/>
Location: Pacifico Yokohama
Date: March 2001 (annual)

U.S. Trade Center

The U.S. Trade Center is a first class trade center facility in downtown Tokyo operated by Commercial Service Tokyo. The U.S. Trade Center is available for use by U.S. companies and/or their representatives in Japan for individual company exhibits, seminars, and business meetings. The U.S. Trade Center facilities offer an inexpensive American ambiance U.S. companies may wish to take advantage of. For more information please fax 81-3-3987-2447 or send E-mail to ustc@csjapan.doc.gov, or access <http://www.csjapan.doc.gov/ustc/>.

U.S. Trade Center Tokyo Online

The U.S. Trade Center, Tokyo - Online is a Japanese-language, Internet-based tool for promoting American exports in the world's second largest economy. Through industry-specific "online exhibitions," U.S. companies can introduce a new product, refer Japanese inquiries, test the market, search for a representative or distributor, and supplement ongoing marketing efforts in Japan. Each company receives an attractive, individual webpage that includes a description of its products and services in Japanese, up to five captioned photographs, and a link to its own homepage. Viewers can send E-mail directly to the U.S. company or its Japanese agent. For more information please fax 81/3/3987-2447 or send E-mail to ustc@csjapan.doc.gov for application materials. To view a sample company webpage go to <http://www.csjapan.doc.gov/online/> or find more information on the Japanese market from other menus at www.csjapan.doc.gov.